

**NCOA**

# **National Change Of Address**

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# Statistics

- 41 million Americans move every year
- NCOA is required every 95 days for First Class Bulk rate.
- NCOA can reduce return mail to 5% to 15%
- Jury summons/questionnaires cost on average \$1/piece to process.
- Jury+ Next Gen has a NCOA ARMX Module.

# Coconino County NCOA 10-13-2009

- 44,588 in jury load before NCOA
- 14 moved out of the USA
- 578 moved out of State
- 69 moved out of Judicial District
- 302 PO Box Closed
- 502 No Forwarding Address
- 804 marked undeliverable by USPS

# Coconino County NCOA 10-13-2009 (con't)

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- 2,269 records automatically disqualified that do not need to be processed
- 5% of list removed
- 1,659 moved within Judicial District
  - These may have been returned if older than 12 months

# Coconino County NCOA 11-20-2009

- 43,831 in jury load before NCOA
- 0 moved out of the USA
- 114 moved out of State
- 13 moved out of Judicial District
- 16 PO Box Closed
- 36 No Forwarding Address
- 1,366 moved

# Coconino County before NCOA

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- 1000 Questionnaires sent
- 157 pieces returned
- 15.7% return rate

# Coconino County after NCOA

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- 1000 Questionnaires sent
- 136 pieces returned
- 13.6% return rate
- 2% drop in return mail



# USE NCOA

- If you sent out 13,000 questionnaires and received 3,500 back as undeliverable
- 26% return rate
- If you ran NCOA and reduced your return rate to 15%, you would only get 1,950 pieces returned
- A reduction of 1,550 pieces = \$1,550

# Jury Plus NCOA Armx Module

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- Low cost startup
- A load of 400,000 would be less than \$1000
- \$50/NCOA
- Will NCOA up to 18 months